



November 4, 2009

## Local Papa John's Bring TV Spot to Life, Honor Firefighters with Free Pizza

LOUISVILLE, Ky., Nov 04, 2009 (BUSINESS WIRE) -- In recognition of the brave firefighters who serve our communities, on Nov. 10 Papa John's throughout the country will offer free pizzas to Firehouses - just like in the newest Papa John's commercials airing nationwide. Papa John's restaurants will honor local fire heroes by delivering the new Six Meats pizzas and the Six Cheese pizzas to firefighters in participating locations.

Thus far in the "Papa's In The House" television campaign, company Founder and CEO, John Schnatter has made surprise pizza deliveries to birthday parties and a field hockey team. This time, we find John at a local Firehouse.

"When we shoot the 'Papa's In The House' commercials, we step into the everyday lives of our customers as they enjoy Papa John's pizza," said Andrew Varga, chief marketing officer for Papa John's International, Inc. "Our video crew follows John on actual deliveries capturing the magic that occurs because of his passion and dedication to our quality product. This time it happened in a Firehouse. It will be interesting to see whose house he's in next."

For a limited-time only, Papa John's is featuring its new large, Six Meats pizza for only \$10.99. This pizza features Papa John's fresh-packed tomato sauce and is loaded with six delicious meats - pepperoni, spicy Italian sausage, julienne-cut Canadian bacon, Italian ham, Italian salami and bacon. Papa John's is also offering for a limited time its large, Six Cheese pizza at \$10.99, for those in the crowd who are looking for a delicious blend of mozzarella, provolone, asiago, fontina, parmesan and romano.

\*Please contact your local firehouse(s) to determine if they are participating in the November 10<sup>th</sup> pizza giveaway.

### About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third largest pizza company. For nine of the last 10 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the highly regarded American Customer Satisfaction Index (ACSI). Papa John's also ranks first among pizza companies in the 2008 Brand Keys Customer Loyalty Engagement Index, was honored by Restaurants & Institutions Magazine (R&I) with the 2008 Silver Award for Consumers' Choice in Chains in the pizza segment, and was named 2007 Pizza Today Chain of the Year. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

SOURCE: Papa John's International, Inc.

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